



City of Dayton, Ohio  
Department of Aviation

**AIRPORT ADVERTISING CONCESSION AT THE JAMES M. COX  
INTERNATIONAL AIRPORT**

REQUEST FOR PROPOSAL (RFP) No. 2014 AOAD 004

July, 2014

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## SECTION 1 – PROPOSAL INSTRUCTIONS

**1.01 COMMUNICATIONS REGARDING THIS PROJECT.** Please direct all communications regarding the RFP Process to:

City of Dayton, Department of Aviation  
Sarah Spees  
Airport Business Administrator  
3600 Terminal Drive, Suite 300  
Vandalia, Ohio 45377  
Telephone: (937) 454-8207  
Fax: (937) 454-8284  
E-Mail: [sspees@flydayton.com](mailto:sspees@flydayton.com)

**All communications/questions concerning this RFP must be submitted in writing referencing the specific paragraph and page number. Subject line must contain the RFP number.** The deadline for questions is listed in Section 1.02 (RFP Schedule). Written responses will be prepared by the City and posted on the city's web site by the date listed in *Section 1.02*. Changes to this RFP will be made only by formal written correspondence issued by the City.

Proposers shall not communicate with anyone from the City of Dayton regarding this RFP except as specifically provided within the documents, from the time of release of the solicitation until an award has been made. Failure to do so, may result in disqualification.

A copy of this proposal and any additional documentation may be found at the City of Dayton's website at:

[www.daytonohio.gov/bid](http://www.daytonohio.gov/bid)

**1.02 RFP SCHEDULE.** The following is the anticipated schedule for the RFP Process:

Issue RFP:	Tuesday July 1, 2014
Notify City of Intent to Attend Pre-Proposal Meeting:	1:00 PM (Dayton local time) on Friday, July 11, 2014
Notify City of Intent to Attend Site Visit:	1:00 PM (Dayton local time) on Friday, July 11, 2014
Mandatory Pre-Proposal Meeting and Site Visit:	Meeting will be at the Dayton International Airport, 3600 Terminal Drive, Vandalia OH 45377, at 1:00 PM (Dayton local time) on Wednesday, July 16, 2014 (attendees meet in the Airport Atrium, near the front doors by US Air Ticket Counter). Site visit directly after meeting.
Proposers Deadline to Submit Questions:	1:00 PM (Dayton local time) on Tuesday, July 22, 2014
City's Written Responses to Questions:	Tuesday, July 29, 2014
Due Date and Time for Proposals:	1:00 PM (Dayton local time) on Friday, August 8, 2014
Evaluation by Airport Committee; Presentations by Finalists	Aug. 11– Aug.22, 2014
Contract is Awarded:	Monday, August 25, 2014
Executed Agreement Due back to Airport:	Friday, September 5, 2014
City Commission Approval:	Wednesday, September 24, 2014
Transition Period:	September 29 – December 31, 2014
New Agreement Term begins:	January 1, 2015

**1.03 PRE-PROPOSAL MEETING AND SITE VISIT.** The City shall conduct a **MANDATORY** pre-proposal meeting and site visit. The date and location of the meeting is listed in Section 1.02 (RFP Schedule). The intent of the pre-proposal meeting is to:

- Review the Request for Proposal
- Review the City's Procurement Enhancement Plan (PEP) procedures
- Answer questions

This shall be the only opportunity for the Concessionaires to meet with the City. Concessionaires shall notify the City as directed in Section 1.02 (RFP Schedule) if they will be attending the pre-proposal meeting and how many persons will attend. Attendance at this meeting is mandatory for all who intend to submit a proposal.

**1.04 SUBMITTING A PROPOSAL.** Each Concessionaire seeking consideration for performance of services related to the project must submit a Proposal. Proposers are to submit one original copy signed by an officer authorized to bind the company along with four (4) hardcopies and one (1) CD of their written proposal. All proposals shall be sealed, properly addressed with the name of the Concessionaire and sent to:

RFP No 2014 AOAD 004 Airport Advertising Concession  
City of Dayton, Department of Aviation  
Sarah Spees  
Airport Business Administrator  
3600 Terminal Drive, Suite 300  
Vandalia, Ohio 45377

Sealed proposals must be received at the above address, by the date and time indicated in Section 1.02 (RFP Schedule). Proposals received after the scheduled date/time will not be considered. All supporting materials and documentation must be included with the proposal. The responsibility of timely delivery lies solely with the proposer. Faxed and e-mailed proposals are **not** acceptable.

The City reserves the right to reject any and all proposals, to waive any irregularities in a proposal, or to accept the proposal(s) which in the judgment of proper officials, is in the best interest of the City. The City reserves the right to accept a part or parts of a proposal unless otherwise restricted in the RFP or issue subsequent Requests for Proposal. The City reserves the right to approve or reject any sub-Concessionaires proposed for work under this proposal or waive any minor irregularities

The City reserves the right to select the successful proposer on the basis of proposals received, without seeking further information for clarification from proposers. Upon review of proposals, the City may designate the most qualified proposals as finalists. These finalists will be invited to make oral presentations and participate in a question and answer session with the City. The City shall have the right to visit selected user sites, should this be deemed necessary.

All federal, state, and local laws regarding competitive bidding, anti-competitive practices, and conflict of interest shall be applicable to this RFP.

The City does not guarantee that any contract will be awarded as a result of this RFP. In the event that a contract award is made but the contract is not executed, the City does not guarantee that the contract will be re-awarded.

**1.05 REQUIRED PROPOSAL CONTENTS.** All brochures and supplemental documentation shall be included with the original and all of the copies. If not, the proposal may be considered as non-responsive. Concessionaires are required to submit the following information in their proposal:

- **Letter of Transmittal:** The proposer shall complete the transmittal letter with authorizing signature for the proposal. The letter must be on the form provided in Exhibit A.
- **Proposal Response** as per Section 2.
- **Statement of Exceptions to RFP requirements:** Provide a detailed description of any exceptions taken to the requirements of this RFP, including the City Standard Terms and Conditions in Section 3. Exceptions shall be referenced to the applicable RFP section/sub-section numbers. Any other

departures from the city's RFP are to be identified and failure to do so shall make the proposal non-responsive.

- **References:** Provide a list of references on form provided as Exhibit B.

#### 1.06 Items that Disqualify a Vendor Immediately.

- Incomplete or non-responsive proposal
- Failure to follow the requirements outlined in this proposal
- Failure of proposer to attend or send a representative to the pre-proposal meeting

**1.07 CRITERIA.** The selection committee will evaluate each proposal submitted based on the following criteria. After receipt and review of the written proposal, the City may elect to have the proposal presented in person, or clarifications submitted in writing.

Evaluation Criteria		
Item	Description	Percentage Possible
1	Creative Concepts, Design & Quality of Improvements with Proposed Advertising Plan	25%
2	Capital Investment, Proposed MAG and expected Advertising Revenues	25%
3	Qualifications, Experience and Sustainability Plan	20%
4	Marketing Strategy and Management Plan	15%
5	Airport Concessions Disadvantaged Business Enterprise (ACDBE) Goals	10%
6	Dayton Local Business	5%
	<b>Total Points</b>	<b>100%</b>

#### 1.08 ADDITIONAL ITEMS TO BE ADDED IF NECESSARY

- All Concessionaires submitting a proposal will be notified, upon final determination by the City, of the firm selected to perform the requested work.

## SECTION 2 – SCOPE OF PROJECT

**2.01 PURPOSE AND NEED / PROJECT DESCRIPTION.** The City of Dayton (City), Department of Aviation is seeking proposals from highly experienced and professional Concessionaire firms to perform Airport Advertising Concessions.

The City is requesting proposals from qualified and experienced Airport Advertising Concessionaires to enter into a (five) 5 year agreement to implement and manage the advertising concessions at the Airport.

**2.02 BACKGROUND INFORMATION.** The City of Dayton, Department of Aviation.

The City owns and operates the Dayton International Airport (DAY) and the Dayton-Wright Brothers Airport (MGY), a general aviation and reliever airport facility. The City currently contracts with Clear Channel Airports as the concessionaire to provide and manage display advertising in specific areas within the DAY terminal. This agreement expires December 31, 2014. Currently, advertising is not allowed in or on the jet bridges.

\*Current location; the location of the airlines is subject to change.

<b>Year</b>	<b>Advertising Gross Revenue</b>	<b>Enplanements</b>	<b>Passenger Airlines</b>	<b>Concourse*</b>
2008	\$ 133,135.07	1,465,480	American Airlines	B
2009	\$ 261,524.38	1,253,782	AirTran	A
2010	\$ 210,000.00	1,264,650	Delta	B
2011	\$ 210,000.00	1,269,106	Southwest	A
2012	\$ 210,000.00	1,304,313	US Airways	A
2013	\$210,000.00	1,253,287	United	B

**2.03 SCOPE OF WORK / PROJECT REQUIREMENTS.**

The City seeks a proposer who will provide a first class, state-of-the-art advertising program at DAY, which will complement the newly updated terminal (new furniture, way-finding signage, carpet as well as completely renovated restrooms).

Current stylish design trends should be planned and incorporated in the new displays, which should also include a sustainability plan. Displays should not appear cluttered or detract from the architectural and design theme of the terminal. The displays must harmonize with the overall theme and color scheme of DAY; see Exhibit G for color schemes. Feature displays should incorporate an approach which stays competitive with both local and national advertisers. Floor to ceiling well lit displays, video and LCD screens, charging stations, pole wraps and elimination of visual clutter is important. Gaining sponsorship of a children's play area is of value.

The proposer will use their previous airport advertising experience to ensure these objectives are met. Their creative approach will be an important factor in generating revenue in the areas described above. Their knowledge of the City of Dayton and having a local presence will be important. They will work with the Airport to enhance, when necessary, the Airport Cultural Arts Sponsorship Galleries, Exhibit F.

Proposal shall contain written examples as to their qualifications for Airport Concessions, including (but not limited to) past history of related projects, years of work and exposure to related projects. A sustainability plan for construction of proposed improvements and the visual impact on all displays must be included.

They should include specific points relating to their conceptual ideas and creative art work showing those points. Personalized design improvements to the current program should be included. This Advertising Plan can be adjusted with the awarded contract.

The proposal shall contain, as described in section 2.04 below, a detailed description of what Capital Improvements are planned to generate their proposed financial plan. Additionally, a plan for each year describing how the proposer is planning the marketing strategy for their term and showing the structure of the management staff that will complete such. Maximizing advertising revenues for DAY should be a priority.

As described in section 3.04 below, participation in Airport Concession Disadvantaged Business Program (ACDBE).

#### ADVERTISING LOCATIONS / SPECIFICATIONS.

The City's current advertising and proposed advertising locations are shown on Exhibit H. Any additional locations identified for advertising may be made available to the Concessionaire, subject to the terms of the Agreement and approval by the City.

- A. Proposer shall operate, install, maintain, remove and service at its own cost and expense all advertising displays in approved locations only.
- B. All advertising displays, exhibits and fixtures will be in first class condition at all times and in clean, good working order.
- C. All displays must be in compliance with the Americans with Disabilities Act (ADA) requirements.
- D. Proposer must provide the City with a plan and schedule for the City's approval to implement emerging technologies, review of all designs, materials and placement of all materials prior to installation into the approved locations.
- E. Customized reporting to track all financial data, solicitation schedules and weekly inspection/cleaning schedules are required.
- F. A strict transition plan and time schedule must be given to DAY showing implementation of the newly proposed advertising program. This plan states that the completed implementation date be no longer than one hundred twenty (120) days following execution of the Agreement.
- G. Proposer must provide a local service manager that can be reached by phone at normal working hours, Monday through Saturday, 8:00 a.m. to 5:00 p.m., and an emergency contact, twenty-four (24) hours per day, seven (7) days per week.



- H. Proposer must adhere to all rules and regulations of the Airport, particularly with respect to safety and security issues.
- I. The proposer agrees to the City of Dayton Department of Aviation Advertising Policy, Exhibit I.

#### **2.04 PRICING STRUCTURE / COMPENSATION / CONCESSION GUARANTEE**

Proposer must provide a detailed description of its financial proposal to the Airport, including MAG, Percentage Payments and Capital Investment. They must also have adequate financial resources including but not limited to the ability to provide the appropriate security deposit and insurance as required by the agreement within 20 days of notice of selection and to operate the concession. Financial statements, preferably audited, for the last two (2) fiscal years, are required. Payment on monthly bases for the greater of a Minimum Annual Guarantee (MAG) or percent (%) of Gross Revenue is required.

## SECTION 3 – REQUIREMENTS AND CONDITIONS FOR ALL PROPOSERS

**3.01 TAX EXEMPTION.** All items purchased under this contract will be exempt from the State of Ohio Sales Tax as provided for in Section 5739-02(b)(1) of the Revised Code of Ohio, and will be exempt from the State of Ohio Use Tax, Section 5741.02(C)(2). Blanket Certification of Exemption Forms will be furnished to the Proposer by the Division of Purchasing.

**3.02 PROPOSER AFFIDAVIT.** If the successful proposer should be a corporation not incorporated under the laws of the State of Ohio, a certificate from the Secretary of State showing the rights of the successful proposer to do business in the State of Ohio shall be furnished. Each proposer is required to submit with their bid, an Affidavit stating that neither the proposer nor agents thereof, nor any other party of the proposer has paid or agreed to pay directly or indirectly, any person, firm or corporation, any money or valuable consideration for assistance in procuring or attempting to procure the contract herein referred to, and further agreeing that no such money or reward will hereafter be paid.

**3.03 EQUAL OPPORTUNITY.** It is the policy of the City to promote full and equal business opportunity to all persons doing business with the City. The City must ensure that businesses seeking to participate in contracting and procurement activities with the City are not prevented from doing so on the basis of the race or gender of their owners. The City is committed to ensuring that it is not engaged in passive participation in any form of discrimination. (R.C.G.O. Section 35.32) It is the City of Dayton's position to encourage the greatest participation possible on all projects connected with any aspect of the City's auspices through the Procurement Enhancement Program (PEP). All contractors are encouraged to review the list of Minority, Women and Small Businesses at [www.daytonohio.gov/departments/hrc](http://www.daytonohio.gov/departments/hrc) for certified subcontractors.

**3.04 AIRPORT CONCESSION DISADVANTAGED BUSINESS ENTERPRISE (ACDBE).** The City encourages ACDBE, as defined in 49 CFR part 23, in its concessions at the Airport. In accordance with 49 CFR part 23, the City established an overall goal for ACDBE participation in Airport concessions of 2.0% of the total gross revenues of all Airport concessions. See page 13 of Exhibit J for more detail.

**3.05 PROPOSER'S FINANCIAL OBLIGATION TO THE CITY.** No bid may be accepted or contract awarded to any person, firm or corporation that is in arrears or in default to the City, or that is a defaulter of surety or otherwise upon any obligation to the City, or has failed to perform faithfully any previous contract with the City.

**3.06 PROPOSER'S INCURRED COSTS.** Each proposer shall be responsible for all costs incurred in preparing a response to this RFP. All materials and documents submitted by the proposer in response to this RFP shall become the property of the City, and shall not be returned. Respondents selected for further negotiations, as well as the proposer ultimately selected to enter into a contractual agreement with the City, shall be responsible for all costs incurred by it during negotiations.

**3.07 STANDARD AGREEMENT TERMS – PLEASE SEE ATTACHED DRAFT CONTRACT, ATTACHED HERETO AS EXHIBIT J. THESE TERMS ARE SUBJECT TO CHANGE BY THE CITY PRIOR TO AWARD OF THE CONTRACT.**



City of Dayton, Ohio  
Department of Aviation  
Terminal Airport Advertising Concession at the James M. Cox International Airport  
RFP No. 2014 AOAD 004  
July, 2014

## EXHIBIT A – LETTER OF TRANSMITTAL

The undersigned hereby certifies that items furnished as a result of this proposal will be in full accordance with the City of Dayton specification applying thereto unless exception are stated above.

The Proposer's name and address exactly as it would appear in a contract:

Entity Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Proposer's Phone Number: \_\_\_\_\_

Proposer's Fax Number: \_\_\_\_\_

Proposer's E-mail Address: \_\_\_\_\_

Form of Ownership    ☐ Sole Proprietorship    ☐ Franchise    ☐ Partnership    ☐ Corporation  
                                 ☐ Joint Venture    ☐ LLC    ☐ Other (Specify): \_\_\_\_\_

If a corporation, state of incorporation: \_\_\_\_\_

Federal Identification Number (or SSN if sole proprietorship): \_\_\_\_\_

**Please include your IRS Form W9 with your proposal.**

I certify the proposing entity complies with City of Dayton Ordinance #30829-09 and the City's Revised Code of General Ordinances Section 35.70 through 35.74 regarding Living Wages.    ☐ Yes    ☐ No

SIGNATURE: \_\_\_\_\_

PRINTED NAME AND TITLE: \_\_\_\_\_

By signing this page, you state that you are an authorized representative, and have reviewed and are presenting this proposal on behalf of your business entity. Please continue completing this exhibit on the next page.

**EXHIBIT A – LETTER OF TRANSMITTAL (continued)**

**COMPANY PROFILE AND BACKGROUND**

Name of Proposing Company: \_\_\_\_\_

Company's Primary Business - State the proposer's primary business, the number of years in the industry, and the number of employees assigned to these related activities:

Primary Business	# of Years	# of Employees Assigned

If a corporation, state of incorporation: \_\_\_\_\_

Current Pending Lawsuits: Please provide any and all suits either with the City of Dayton or any other Municipalities and Government Agencies; including, but not limited to Federal, State, Local or other Municipalities and Governmental Agencies:

--

Local Office of Proposer: Office nearest to Dayton, Ohio: \_\_\_\_\_

Federal Identification Number (or SSN if sole proprietorship): \_\_\_\_\_  
\_\_\_\_\_

Key Personnel:

Name	Title	Contact Information: Mailing address, telephone number, fax number and email address	Designated as Primary Contact for the City of Dayton? YES / NO



City of Dayton, Ohio  
Department of Aviation  
Terminal Airport Advertising Concession at the James M. Cox International Airport  
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July, 2014

## EXHIBIT B – REFERENCES FOR PROPOSING COMPANY

Name of Proposing Company: \_\_\_\_\_

**List Company names, addresses, and telephone numbers for at least three references presently or previously served by your Company for RFP No. 2013 AOAD 001. Do not use the City of Dayton as a reference.**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

EXHIBIT C – NOT APPLICABLE

EXHIBIT D – NOT APPLICABLE

# EXHIBIT E – PARTICIPATION/WAIVER REQUEST FORM

## CERTIFIED BUSINESS ENTERPRISE PARTICIPATION FORM

**Project Name:** \_\_\_\_\_

The City of Dayton has adopted procurement programs for Minority, Woman, Small Business Enterprises, and Dayton Local Preference Program in accordance with Sections 35.30 – 35.68 of the Revised Code of General Ordinances (R.C.G.O.), inclusively. This form is to be used to record participation under the aforementioned Sections of the R.C.G.O. In order to participate in the City's Program, contractors must be pre-certified and pre-qualified in accordance with the rules and regulations pertinent to this program. When determining the level of participation, only the total work performed by the certified subcontractor either singularly or severally, will be considered. **This form must be utilized to indicate your subcontractors and must be fully completed and returned with your bid proposal, i.e., you must list the name(s), address, etc. of the subcontractor, type of work to be performed, dollar amount of the subcontract and percentage of the base bid. Use as many copies of this form as necessary to list all subcontractors.** Should you have questions regarding this form, please contact the Human Relations Council (HRC) Office. (937) 333-1403.

		Please Check One						
Firm Name, Tax I.D. Number and Mailing Address	Prime Contract Bid <input type="checkbox"/>	Joint Venture Bid <input type="checkbox"/>	Supply or Service Subcontract <input type="checkbox"/>	Construction Subcontract <input type="checkbox"/>	Type of Service or Supply (Commodity)	Type of Construction Work to be Performed (NAICS)	Certified \$ Amount of Total Base Bid	Certified % of Total Base Bid
Business Firm Name								
Tax I.D. Number								
Street Address								
City/State/ Zip Code								
Phone								
Total \$ Amount of PRIME CONTRACTOR'S Base Bid				Certified \$ Award			% of Base Bid	
PRIME CONTRACTOR'S NAME				PRIME CONTRACTOR'S ADDRESS				
				Street Address				
				City/State/Zip				

## Exhibit F

# Dayton International Airport Cultural Arts Sponsorship

James M. Cox Dayton International Airport

*Community Sponsorship Program Fact Sheet*

Gallery Exhibits-August 2014-July 2015, Phase I

### **BACKGROUND:**

#### About the Dayton International Airport Cultural Arts Sponsorship Program:

The mission of the Dayton International Airport Cultural Arts Sponsorship Program is to creatively showcase organizations unique to Dayton and to foster community pride. These community organizations include non-profit and for-profit arts, culture, education, history, science, and athletic organizations in the Dayton Area. The City of Dayton is renowned for its legacy of innovation. The creativity in Dayton has touched people's lives in countless ways, including art, architecture, science and industry. The Dayton International Airport wishes to partner with these organizations and highlight these groups to the more than 1,300,000 enplaning passengers each year.

#### About the Concourse Galleries

The Concourse Galleries are located in the halls throughout Concourse A and Concourse B. There will be 3 locations per concourse, as well as 2 Bonus locations for signage only at the entrance of the Terminal. The attached map shows the locations. Each Gallery exhibit will include 4 items, all per Airport criteria and approval:

- A Gallery Wall Sign of their organization,
- A 3-dimensional visual display, highlighting what their organization wishes,
- A large Tension Fabric (or similar) visual, describing their program,
- Literature about the organization for passengers.

Each Sponsorship Agreement will also include signage in a collage format in the Terminal Atrium where we hold press conferences, meetings, etc... This unique wall covering will showcase all the Sponsors collectively in a very dynamic and visually appealing format.

#### Goals for the Concourse Galleries

- Provide an amenity for airport passengers and employees to celebrate the artistic, creative, cultural, historical and scientific resources of the region.



### Dayton International Airport Cultural Arts Sponsorship

- Allow airport passengers and employees to have an in-depth experience with art, artifacts and cultural objects and provide an interesting and pleasant way for them to spend time.
- Help airport passengers and employees understand the Dayton region.
- Build a wider, stronger audience for regional arts, culture, historic, nature and science organizations throughout the region.

#### EXHIBITION OPPORTUNITY:

The Dayton International Airport Cultural Arts Sponsorship Program is seeking to partner with organizations interested in developing and producing an exhibit in the Concourse Galleries.

#### The Airport will provide:

- A Gallery Location – approx. 5ft wide, floor to ceiling, and up to 2 feet in depth;
- Display rack for literature to be displayed, and installation of such;
- Installation of Gallery wall sign (per Airport Criteria) to be put in their location;
- Appropriate lighting above Gallery Location (per Airport Criteria);
- Printing and installation for the collage sign in the Terminal Atrium;
- A spot on the Dayton Cultural Arts Sponsorship page on the Airport website, flydayton.com

#### Exhibitors will be responsible for:

- Developing a concept for the exhibit and provide items to be exhibited;
- Once approved, providing the Airport with a Timeline for implementation;
- Insuring transportation of items both to and from Dayton International Airport;
- Providing an itemized list of objects in the exhibit, including replacement cost, for insurance purposes;
- Providing literature about the organization to be stocked in the exhibit;
- All costs associated with the organizations exhibit pieces, including those costs for the Gallery wall sign and the Tension Fabric visual (or similar) per Airport Criteria;
- Providing a certificate evidencing general liability insurance in the amount of \$1,000,000.00;
- Installation of the exhibition in the designated gallery space (with Airport collaboration);
- Providing digital files and specifications for exhibit signage;
- Signing the Cultural Arts Sponsorship Agreement, outlining responsibilities for both the exhibitor and the Airport.

# Dayton International Airport Cultural Arts Sponsorship

### TO SUBMIT A PROPOSAL:

Interested organizations should submit a proposal that includes the following:

1. *Organization Profile* (limit 2 pages)
  - Name of organization,
  - Primary contact person,
  - Phone, email and other contact information,
  - Description of organization, including recent exhibition history (past 2 years), upcoming exhibitions and capabilities,
  - Communication and outreach capabilities (i.e.: mailing list, e-blast, website, social media, etc.).
3. *Exhibition Concept* (limit 2 pages)
  - Overall idea or concept,
  - Possible artists, objects, artifacts to be on display,
  - Possible design for the tension fabric (or similar) describing their concept,
4. *Up to 6 images* that demonstrate possible objects to be included in the exhibit. Please include a description of the objects.
5. *Preferred Dates*. Please state your preference for beginning date.
6. *Copy of insurance* certificate evidencing general liability insurance in the amount of \$1,000,000.00.
7. *A signed Cultural Arts Sponsorship Agreement*.

### REVIEW PROCESS, AIRPORT CRITERIA and FINAL STEPS:

Proposals will be reviewed by the City of Dayton, Department of Aviation selection committee. Final approval for exhibit will be at the discretion of this committee. The proposals will be evaluated on the following criteria:

- Strength of proposal concept. The concept is compelling, unique, and accurately reflects the organization it represents.
- The concept is creative, eye-catching and forward thinking in its visual impact.
- Exhibitors are willing to collaborate with Department of Aviation on conceptual ideas.

## Exhibit F

### Dayton International Airport Cultural Arts Sponsorship

- The Sponsor has organizational, communication and outreach capabilities. The organization and lead staff have experience creating and designing Gallery concepts, and have a communications network that can be utilized to advertise the exhibition outside the Airport.
- The Sponsor agrees to use the Airport directed consultant to produce the Gallery Wall Sign and the Tension Fabric (or similar), or receives agreement from the selection committee for a 3<sup>rd</sup> party to produce.
- Selected exhibitors will sign a letter of agreement outlining responsibilities for both the exhibitor and DAY.
- Exhibitors will coordinate with DAY beginning at approval, the Timeline for implementation of exhibit.
- There will be no cost required of the Sponsor to be paid to the Airport for any part of the Sponsorship.
- All costs associated with the Gallery Exhibit once approved, will be paid by the Sponsor directly to the producer of the pieces.

June, 2014